



**Governor's Workforce Policy Advisory Board Meeting  
May 27, 2009  
Meeting Minutes**

11:30 a.m., Chair Nancy Kramer called the meeting to order and welcomed those present.

**List of Members in Attendance:**

Gayle Agahi, Rich Berens, Suzanne Burke, Sam Chilia, Kent Dubbe, Pete Gerken, Matt Harris, Terri Hill, Cindy Hilshiemer, Sharon Sobol Jordan, Mark Kovach, Nancy Kramer, Al Longstreth, Douglas Lumpkin, Terry Marovich, Val Moeller, Bobbi Montgomery, Andre Morrison, Deb Norris, Darcy Pajak, John Peterka, Carolyn Pizzuto, Barb Riley, John Roebel, Jack Schron, Dr. Shawn Webster, Dr. Robin White, Smokey Williams, Bruce Wyngaard

**List of Absent Members:**

Michael Broidy, Dr. Roy Church, Michael Deemer, Deb Delisle, David Dhume, Eric Fingerhut, Lee Fisher, Bob Garbo, Michael Garvey, Bob Gibbs, Terri Hill, Mike Kovach, Ken Miller, Dominic Ozanne, Dr. Denise Reading, Joesph Schiavoni, Al Schonberg, Baiju Shah, Becky Williams, Todd Wilson

**Introductory Remarks**

Chair Kramer said:

- The Board's role is to advise the Governor.
- President Barack Obama recently spoke on job creation and job training. In the future, workforce activities will be more closely tied to education than ever before. Board members will receive a copy of the related news media release.
- More information regarding this new direction is expected in the fall. For this reason, the Board's future meeting schedule will be adjusted until the state hears more from the White House.

**Approval of Meeting Minutes**

Terry Marovich made a motion to approve the February 18, 2009 meeting minutes. Jack Schron, Jr. seconded the motion. The motion was unanimously approved.

**Committee Updates**

Chair Kramer asked three committee co-chairs to update the board on their morning meetings.

**Marketing Committee**

Co-Chair Deb Norris reported:

- The first challenge is to define the workforce development system.

- The focus of the Marketing committee is broader than originally thought.
- The committee wants to begin to identify best practices and then get the word out about them.
- Internal marketing is also important.
- The state should identify employers' needs.
- A statewide unified brand is needed. In Ohio, the local areas have more control.

#### External Partnership Committee

Co-Chair Rich Berens reported:

- The committee will reach out to other organizations and state associations that are trying to achieve the same things the state is trying to achieve.
- The state needs to explore public-private partnerships that can enhance economic development.
- Targeted industries and growth opportunities need to be explored.

#### WIA Compliance Committee

Co-Chair Terry Marovich reported:

- ODJFS staff created very good sanctions and incentives draft policies. These policies will be available for public comment.
- Minimum requirements are no longer good enough for the state of Ohio.
- Brian Mannal, Ohio Department of Development (ODOD), did a very good job revising the State Plan.
- The committee wants all partners to operate at the most successful level.
- Entrepreneurship is a critical "thread" for job creation from this point forward.
- The committee is still struggling with metrics.
- The committee is receiving and sharing data that is timely. Adaptability is needed to meet today's challenges.
- It would be good to have a meeting with the local workforce investment boards, to look at the public system and invite input.

Vice Chair Bruce Wyngaard said that the state needs to look at jobs we can fill now and prospective jobs. There needs to be some energy put into job retention. This involves a local conversation. Because of changes, metrics have become more complex.

## **American Recovery and Reinvestment Act of 2009 (ARRA) Initiatives**

Susan Crotty, Deputy Director of the Office of Workforce Development at the Ohio Department of Job and Family Services, (ODJFS) provided information regarding the following presentation:

Crotty said:

- The stimulus program has been moving very quickly.
- Governor Ted Strickland recently said: “We must act strategically and boldly to take full advantage of this unique opportunity to make lasting investments in our state. And we must do so in a way that is accountable and transparent and meets the critical economic development priorities of our communities across the state.”
- Ohio is one of 16 states being visited by the General Accounting Office (GAO) to monitor stimulus implementation.
- Ohio has received \$138 million in stimulus funds. Of this, about \$56.2 million are youth funds, \$23.3 million are for adults, and \$58.5 million are for dislocated workers. These funds must be spent by 2011.
- Regular formula funds are reduced by about 20 percent overall.
- A key goal is to double the number of customers served. The stimulus funds are not meant to supplant other funds.
- Fund allocations have been sent to the local areas - \$102.7 million.
- There are \$20.7 million to fund statewide activities.
- The core principles for ARRA investments are: emphasize direct services to job seekers; provide a stimulative affect on Ohio’s economy; transparency and accountability; foster and leverage resources on all levels, and good jobs fast.
- Services for Dislocated Workers include: Core Services (initial assessment, job search and placement assistance, job vacancy listings, and information and referral); Intensive Services (diagnostic testing and use of other assessment tools, in-depth evaluation, development of an individual employment plan, case management, and short term prevocational services), and Training Services (occupational skills training, On-the Job-Training, skill upgrading and retraining, and customized training access).
- The ARRA service delivery focus is targeted toward employment success. It includes: Youth (summer employment and work experience opportunities for youth aged 14-24); Adults (focus on training and support services for low-income individuals and dislocated workers), and Dislocated Workers (training, support services and needs related payments for unemployed workers).
- The \$14.6 million in Rapid Response funds will be used to make awards to local areas.

Crotty also provided an overview of four statewide ARRA programs:

***Urban Youth Works Program***

- Funded for \$6.7 million.
- The program targets low-income urban youth.
- Grants will be awarded on a competitive basis through an RFP to be issued in early June.
- Grants will range from \$50,000 to \$500,000.
- The program's priority is on serving youth within a 12-month timeframe and on programs that most often and best lead to permanent jobs.

***Recovery Conservation Corps***

- \$2 million provided for support services, which leverages up to \$47 million local area dollars.
- Workforce Investment Boards are provided Ohio Department of Natural Resources (ODNR) with worksites.
- The program creates jobs for youth ages 16 to 24.
- The program focuses on both rural and urban areas, particularly those in economic decline.
- Workers will assist with projects such as building recreation lands, boardwalks, observation areas, trails, and curbing the spread of invasive species.

***Constructing Futures Program***

- \$4 million is provided, plus \$4 million in matching funds.
- This is a pre-apprenticeship program which includes remedial education, supportive services, and training that will lead to trade apprenticeships.
- The focus of this program is on low-income and Ohioans of historically underrepresented populations, such as minority groups, women, veterans, dislocated workers and ex-offenders.
- The program will support participants in their mastery of a skilled trade and will also assist them in attaining the occupational pride and fulfillment enjoyed from a career in the construction industry and building trades.

***Ohio Learning Accounts and Project Hire***

- \$8 million is provided for specialized, multi-dimensional support to remove barriers for dislocated workers seeking training and employment.
- Ohio Learning Accounts are flexible training accounts of up to \$6,000 for individual dislocated workers. These fund training or certification in order to find jobs.

- Project HIRE will provide job seekers and employers with an enhanced job matching program. The program will link employers and job seekers to training funds and tax credits.
- Project HIRE events will be conducted to match job seekers with employers.

Comments and Questions following Crotty's presentation:

- Pete Gerken said that the funds should go to those areas that are already successfully spending their funds.
- Local areas can competitively apply for funds.
- Ohio also has funding to address the Wilmington Airpark and the auto industry.
- Under ARRA, the definition of a youth participant is a person ages 16-24.
- Andre Morrison said that in his business sector, you can not employ youth age 16-18.
- After a news media release about the programs, the local One-Stops were flooded with inquiries.
- Some participants can receive training from ODNR to receive future job opportunities (i.e. evasive species removal and fire management).
- Significant transportation is needed for the Recovery Conservation Corps, because the worksites are located deep into the state parks.
- Family income is not factored into determining a youth participant's income level.
- Morrison said that labor market information does not normally reflect emerging industries.
- Crotty said that ODJFS Director Douglas Lumpkin has made it clear that receiving a certificate is not relevant if there is not a job attached it.
- Program participants will be screened to determine if employers will be eligible for the Work Opportunity Tax Credit (WOTC).
- The state's stimulus website has received thousands of applications for funding.
- Program participants will be tracked.
- A formula determines how stimulus funds are spent.
- All stimulus-funded jobs must be posted on OhioMeansJobs.com.

**Action Item: Resolution No. 05-27-2009-02 (State Workforce Development Awareness Campaign)**

Chair Kramer introduced a recommendation from the Marketing Committee, which would establish a state workforce development awareness campaign.

Discussion:

- Individuals seeking training assistance will have to work with One-Stop staff, but depending upon their skills, may receive training services from different organizations.
- The training provided to individuals is dependent upon their skills.

Schron made a motion to approve Resolution No. 05-27-2009-02. Bobbi Montgomery seconded the motion. The motion was unanimously approved.

**Action Item: Resolution No. 05-27-2009-01 (State Plan)**

Brian Mannal of ODOD presented information regarding the proposed Modified Strategic State Plan for Title I of the Workforce Investment Act of 1998 and Wagner-Peyser Act. He thanked Tom Hutter of ODJFS and Sharon Parry for their hard work on the plan.

Mannal said:

- There were three outreach sessions regarding the content of the plan.
- He received input from state staff, local workforce investment boards and others.
- The first 20 pages included a detailed analysis of Ohio's economy by Keith Ewald at ODJFS.
- The plan reflects some of the activities performed over the past two years. The plan has been updated with current activities.
- ARRA is part of the plan.
- The plan provides the federal government an update on Ohio's progress.

Mannal also informed the Board that he is returning to Cape Cod, Massachusetts and he thanked Board members for the opportunity to work with them.

Marovich made a motion to approve Resolution No. 05-27-2009-01. Dr. Shawn Webster seconded the motion. The motion was unanimously approved.

**Next Steps/Adjournment**

Chair Kramer reminded the Board that the July 2009 meeting is canceled.

Andre Morrison made a motion to adjourn. Rich Berens seconded the motion.

The Board adjourned at 12:50 p.m.